

Impact Report

2021



fresh desk

A KINDER WAY TO CLEAN

KIA ORA

We are proud to bring you our third annual impact report for FY2021.

Fresh Desk is a commercial cleaning social enterprise that improves people's lives with fair pay, decent employment conditions and Environmental Choice cleaning solutions.

We had great success this year with assuring health, safety and quality, led by Lynette Maunder, but we faced challenges around growth, staff wellbeing and retention.

CLEANERS CARE NETWORK A PROMISING PILOT

Fresh Desk codified our best practice employment standards into the Cleaners Care Network, which is our scale plan for how to operate in the regions.

Our pilot was a partnership with Aroha Nepia of Franklin-based business Eco Pristine Clean. We used a family structure to work together, first in a tuakana-teina (sibling-sibling) mentoring model for 9 months and then in a joint venture to test the market.

Our joint venture made 3 tender bids and made the shortlist twice, once at local and once at central government level. We planned Gantt chart methodologies, co-delivered one online presentation and developed an estimating tool for our third bid.

Although we were inexperienced at this level, customer debriefs have been very encouraging.

Thank you to the kind people who have explained procurement to us and especially to Amotai and Ākina for their amazing coaching and support.

We love doing what we are doing and we have a clear plan where to direct our energy next.

If you like what you're reading please reach out and engage with us!

**Our vision is a world without poverty, where everyone is valued and respected for their work.
Happy cleaning!**

Nicole Oxenbridge Co-Founder General Manager

“Meeting the trio behind Fresh Desk was an early step in really formalising my business. They helped to mentor me and really shortened my journey to success by showing me how to tender for work, how to avoid pitfalls they fell into, and what direction to focus my business” says Aroha.



Aroha Nepia of Eco Pristine Clean and Megan Crawford of Fresh Desk discuss ways to help cleaners gain health and safety by achieving their level 2 training standard. Photo: Fresh Desk

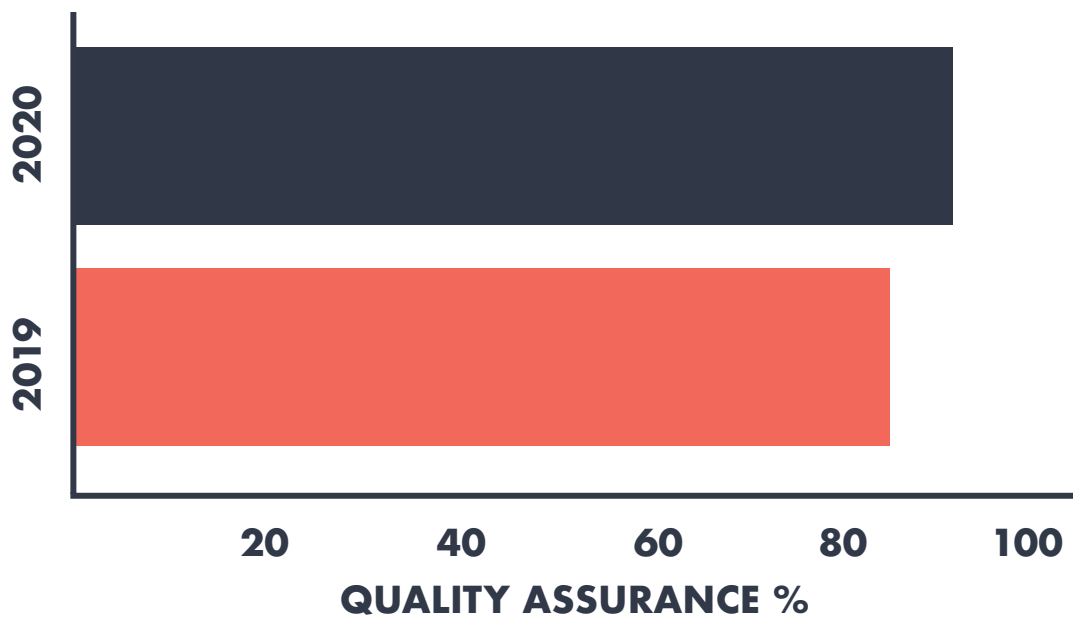
FINANCIAL

**Less work due to COVID-19
We started the year with a headcount of 14 people (majority full time) and finished with 12 (mostly part time) staff, or 7 FTE.**

The hospitality industry was hit hard by COVID-19 and our major customer Sanford at the Auckland Fish Market had to cut our contract short by 12 months as a result. Four cleaners opted to transfer their employment and continue to earn a Living Wage at Sanford, yay!

QUALITY IMPROVED SIGNIFICANTLY

In our second year measuring Quality Assurance (QAs) we improved on our 85.0% base line to reach 91.4%. This +7.5% improvement came about when both Auckland and Wellington managers implemented the Quality Policy developed last year by Lynette Maunder.



“

We have been using Fresh Desk for a few month now to do hygiene clean of our offices. They are always very thorough, professional and respectful. Amazing and friendly staff is a great bonus.

- Evelina Novoselova

Jarden

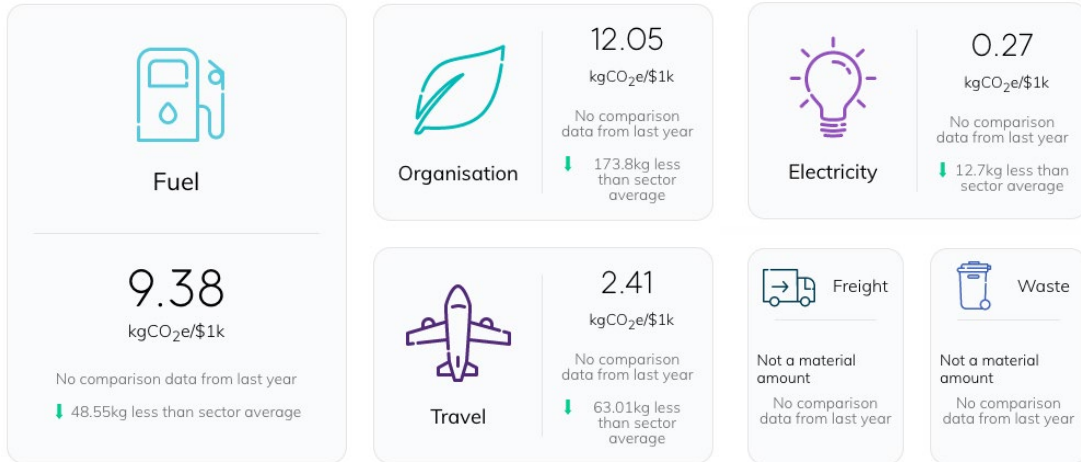
“

The cleaning is excellent. Responsive to updates and agile when unexpected scenarios come up. The people, notably Lynette and her team, is what pushes Fresh Desk to a 5 Star rating.

- Warkina Tujuba

Creative HQ

KAITIAKITANGA



CARBON USE BETTER THAN SECTOR AVERAGE

Carbon use was better than average in the cleaning sector, across all three areas, fuel, travel and electricity. So by working with Fresh Desk, you are not only delivering social impact but driving better environmental impacts in the cleaning sector!

LESS PRODUCT USED

We use Environmental Choice standard cleaning solutions on all our sites, our total for the year Auckland and Wellington combined was 153 litres down from 250 litres last year which is a huge difference in litres, in which we can really only put down to the effects of COVID-19 and sites being closed for a period of time.



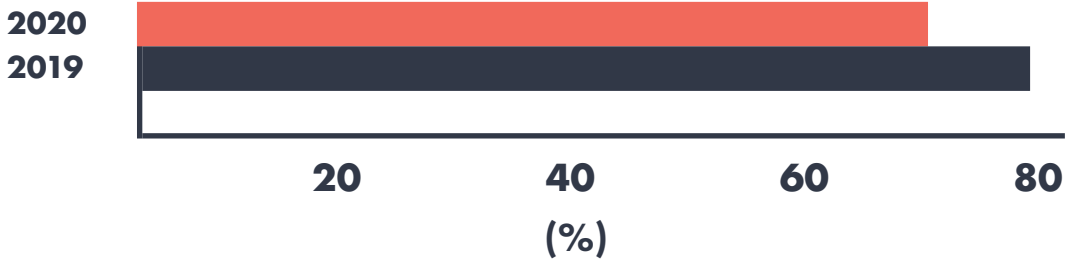
Tangimoe Clay is NZQA qualified and earns the Living Wage at Sanford. Photo: Fresh Desk

WELLBEING

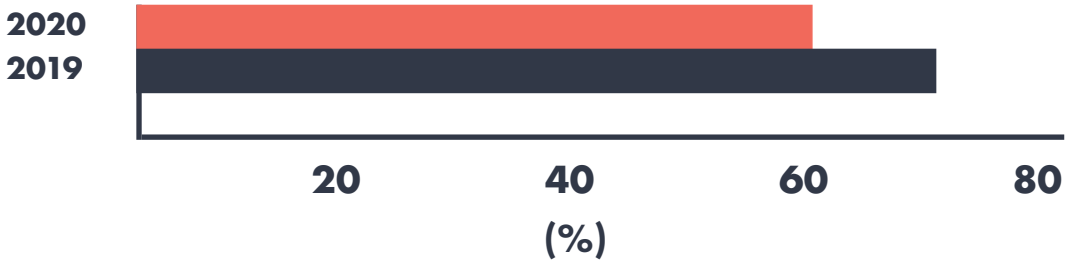
WELLBEING SUFFERED

We undertook a Staff Wellbeing survey at both our Auckland and Wellington sites to assess staff wellbeing and identify areas for improvement, as well as giving staff an opportunity to provide feedback and suggestions anonymously. Survey results were generally positive although less so than previous years.

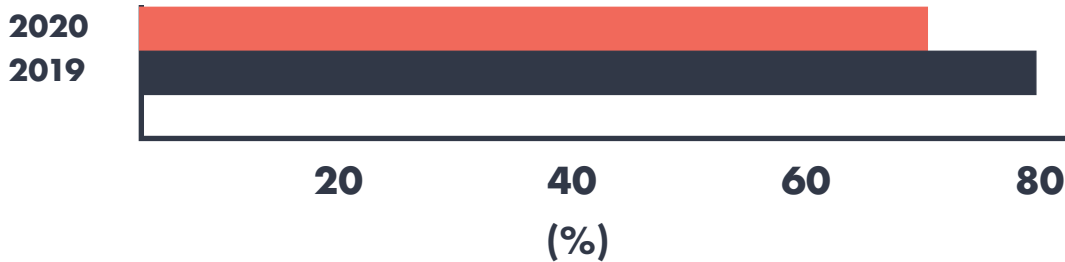
EMPLOYEE SELF ESTEEM



EMPLOYEES FEELING RESPECTED BY OUR CUSTOMERS



EMPLOYEES FEELING RESPECTED BY COLLEAGUES



STAFF RETENTION NEW LOW

While we didn't make anyone redundant, unfortunately our staff retention rate was the lowest ever recorded - from 65% to 56%. People cited reasons for returning to study (3 people), family commitments (2 people) and employment in IT (1 person).

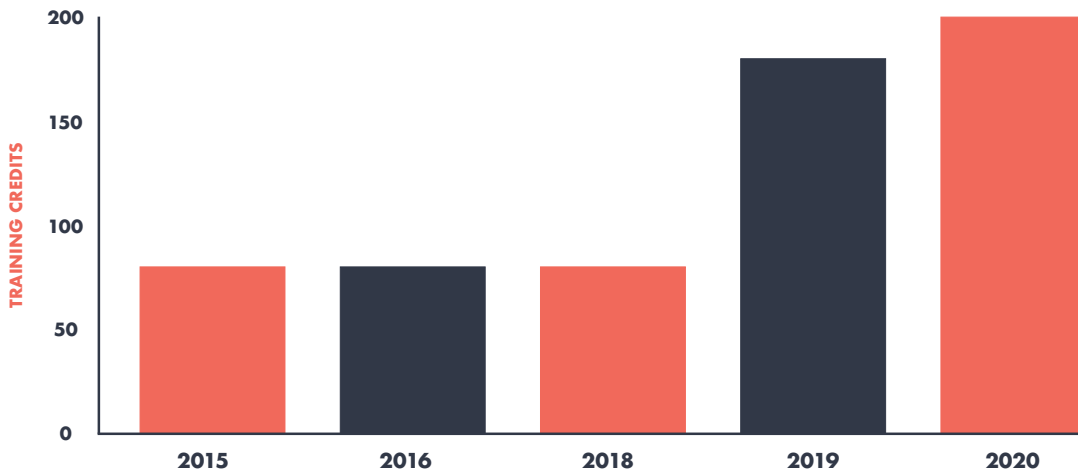
HEALTH AND SAFETY REMAINS A PRIORITY

We maintained our Sitewise Green accreditation for the second year and we're pleased to advise that we had zero notifiable accidents and injuries during this year.

SOCIAL MOBILITY

TRAINING INCREASED

As a social enterprise, Fresh Desk enabled 6 cleaners to gain 200 training credits on the NZQA framework through Careerforce this year. This is our best training result ever, showing that we are getting better at ensuring standards around health, safety and training.



CONSULTANCY UNLOCKED

Fresh Desk's knowledge became recognised and we were invited to give advice to our partners:

- Auckland Regional Public Health Service in "The Cleaning Industry in Tāmaki Makaurau"
- Toitū to develop a new tool to help SMEs assess their carbon use
- Careerforce to review the National Certificates in Cleaning qualifications

ONWARDS AND UPWARDS

Pradeep Bakthavatsalam came to Fresh Desk after 8 years working with other cleaning companies. He was with us for 3 years during which time he achieved his level 2 in cleaning. Congratulations Pradeep! In 2021 Pradeep left us to work in his chosen field of IT - nice one Pradeep!



"I enjoyed working at Fresh Desk, very friendly environment, motivated, helpful and easy approach." Pradeep Bakthavatsalam gained his National Certificate in Cleaning. Photo: Fresh Desk